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U.S. DEPARTMENT OF COMMERCE
United States Travel Service
Office of Research and Analysis



**VACATION
TRAVEL
BY CANADIANS
IN 1974
IN THE UNITED STATES
VOLUME 4
GEORGE WASHINGTON COUNTRY**



VACATION TRAVEL BY CANADIANS IN 1974

IN THE UNITED STATES VOLUME 4

A study of Canadian vacation patterns:
Characteristics of travelers and trips to each
of the nine regions of the U.S.
as well as to the U.S. as a whole.


Conducted by
Traveldata in 1975

Sponsored by
the United States Travel Service,
the Canadian Government Office of Tourism,
the Ministry of Transport (Canada)
the Quebec Ministere Du Tourisme
de la Chasse Et de la Peche

and

the Montreal Star, Ltd.

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SECTION I

HIGHLIGHTS OF CANADIAN VACATION TRAVEL IN 1974

I. INTRODUCTION

This report provides an analysis of a survey entitled *Vacation Travel by Canadians in 1974*. The survey was conducted by Traveldata for both the U.S. and Canada. Specifically, sponsors of the 1974 survey were: (1) The United States Travel Service; (2) Canadian Government Office of Tourism; (3) Ministry of Transport; (4) Quebec Ministere Du Tourism, De La Chasse Et De La Peche; and (5) the Montreal Star, Ltd.

This survey represents the ninth in a series of annual studies describing Canadian holidays, vacation trips, habits and characteristics of the travelers. In addition the analysis incorporates some of the findings from the prior studies to facilitate trend analysis during the 1966-74 period.

The report contains 10 volumes. Volume 1—Summary Report—provides information on Canadian travel to the United States as a whole. The remaining nine volumes highlight Canadian travel to the entire United States and provide detailed information on Canadian travel to various U.S. regions.

Volume 1: **Summary Report**—United States.

Volume 2: **New England**—Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont.

Volume 3: **Eastern Gateway**—New Jersey, New York.

Volume 4: **George Washington Country**—Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia.

Volume 5: **The South**—Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee.

Volume 6: **Great Lakes Country**—Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin.

Volume 7: **Old West**—Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming.

Volume 8: **Frontier West**—Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas.

Volume 9: **Far West**—Alaska, California, Idaho, Nevada, Oregon, Washington.

Volume 10: **The Islands**—American Samoa, Guam, Hawaii, Puerto Rico, Virgin Islands.

II. METHODOLOGY

This survey was based on a national probability sample involving 6,388 personal interviews with individuals 18 years old and over. The 1974 survey includes data on Canadian travel to the U.S. Islands (American Samoa, Guam, Hawaii, Puerto Rico, and the Virgin Islands) in the figures on Canadian travel to the United States. In previous surveys, the United States category only included data on Canadian travel to the U.S. mainland. For trend analysis purposes, the 1974 survey also includes information on Canadian travel to the entire U.S. Mainland.

Limitations. In some instances, the size of the sample used to determine the characteristics of Canadian travelers to various regions or states is small. Interpretation of data based on these small sample sizes should, therefore, be made with caution.

III. HIGHLIGHTS OF THE FINDINGS

A. Total Canadian Travel in 1974

- In spite of the fuel shortages and higher prices, the proportion of Canadians taking vacation trips in 1974 remained fairly constant, with the 1973 level. Specifically, in 1974 55% of all adult Canadians took a vacation in 1974, compared to the 56% who did so in 1973.
- There was a curtailment of second and third trips, however, which resulted in an overall drop in travel—from 7.7 million trips in 1973 to 7.5 million in 1974.
- Destinations changed somewhat in 1974. Overseas travel increased in popularity (accounting for 14% of all trips, an increase from 11% in the previous year). As a result, North American travel experienced a marginal decline.
- Travel to the United States remained fairly constant in spite of the 1974 economic difficulties. In 1974, 22% vacationed on the U.S. Mainland, only slightly below the 1973 level of 22%.
- Vacation travel was less common among residents of the Maritime Provinces, while those who did travel indicated a much greater interest in Ontario and Western Canada, and less interest in New England and other U.S. coastal areas.
- Residents of Quebec, on the other hand, tended to travel more within their home province.
- The growth in foreign travel occurred primarily among residents of Ontario and Prairie Provinces.
- One of the most dramatic changes in 1974

travel patterns was with air travel. The proportion of trips taken by air remained constant at 17% from 1969 until 1972. Then, in 1973, it rose to 24% and in 1974 increased to a record 32%.

- Much of this growth was due to the increase in overseas travel and a switch from the automobile on trips to the United States, probably because of the fuel crisis. Travel in Canada also experienced a decline in automobile travel in favor of air travel.
- Another very significant change in 1974 was a 21% increase in expenditures from an average of \$396 per trip to \$479.
- Projecting these expenditures, Canadians spent, in total, \$2.39 billion on vacation travel in 1974, up from \$2.06 billion in 1973, an overall growth of 16.2%.
- Visiting friends or relatives became more common among vacationers in Canada. In 1974, 52% were motivated by that purpose, compared with 48% in 1973.

B. Canadian Vacation Travel to the U.S. in 1974

- The U.S. (including the U.S. Islands) received 3.9 million Canadian vacation visitors who spent an estimated \$631 million while traveling in the U.S. in 1974.
- In 1974, the U.S. Mainland received 3.6 million Canadian vacation visitors (down 13% from 1973) who spent approximately \$540 million while traveling in the U.S. (up 12% over 1973). The average per capita expenditure per trip in the U.S. was \$242.
- In 1974, the largest proportion of Canadian vacation arrivals in the U.S. was received by the Far West (20%), followed by the South (19%), New England (16%), the Eastern Gateway (13%), the Great Lakes Country (11%), the U.S. Islands (7%), the Old West (5%), George Washington Country (5%), and the Frontier West (4%).
- In 1974, the largest proportion of Canadian vacation expenditures in the U.S. was received

by the South (26%), followed by the Far West (22%), the U.S. Islands (14%), the Eastern Gateway (9%), the Great Lakes Country (7%), New England (7%), the Frontier West (5%), the Old West (4%), and George Washington Country (4%).

- Attitudes toward travel within Canada compared with the United States changed slightly. Between 1973 and 1974 Canada appeared to have re-enforced its traditional image of "interesting wilderness" and "recreational attractions;" and to have less of a "remoteness" perception; while the United States strengthened its appeals of "entertainment," a "sense of freedom," warm weather, and educational advantages.

- Some of the improvement in the image of the United States could be attributed to the fact that at the time of the previous survey (December, 1973), with the threat of the "Energy Crisis," the U.S. could have been perceived as far less accessible with travel much more inhibited than at the time of this current survey.
- There were notable differences in the characteristics of Canadians who traveled to the various U.S. regions. For example:
 - George Washington Country, The South, the Great Lakes Country, and the Frontier West received the majority of their visitors from Ontario, whereas New England received the majority of its Canadian visitors from Quebec. Both Ontario and Quebec were important sources for visitors to the Eastern Gateway. British Columbia was the most important source of visitors to the Far West and the U.S. Islands. The Old West received most of its Canadian vacationers from the Prairie Provinces.
 - Sightseeing was the most popular activity for Canadian vacation travelers to George Washington Country, the Old West, the Frontier West, the Far West and the U.S. Islands. Travel to the Great Lakes country was primarily to visit friends or relatives.

The largest proportion of visitors to the South traveled to that area to spend time at a vacation spot. Canadian travel to New England and the Eastern Gateway was both to visit friends and relatives and to spend some time at a vacation spot.

- The auto was primarily used in Canadian vacation travel to New England, the Eastern Gateway, George Washington Country, the Great Lakes Country, the Old West. The primary mode of transport used to travel to the South, the Frontier West and the U.S. Islands was air. Both air and auto transportation was used by visitors to the Far West.
- Vacation visitors from Canada tended to be from urban areas, notably **Ontario** and **Quebec**, home-owners, married from "adults only" families and young or old. They had attended or completed high school, were in professional and skilled labor occupations and were upscale in income.
- Canadian vacationers traveled to the U.S. in 1974 primarily to spend some time at a vacation spot, to sightsee and visit friends or relatives.
- Auto travel was more prevalent during the summer months while air travel was more popular during the winter. There was approximately 2.36 persons traveling to the U.S. in each party and they spent an average of 11 nights in the U.S. on their trip.
- Canadian visitors to the U.S. who had a **higher than average per capita** expenditure per trip tended to:
 - reside in British Columbia, English Quebec, Ontario and the Prairies, and in urban areas;
 - visit the U.S. Islands, the South, the Frontier West and the Far West;
 - be 30-49 years of age and 50 years and over;
 - be married;
 - have an upper-middle income;

- be employed in professional/sales/white-collar fields and retired/pensioned;
- own their own dwelling;
- have an elementary, high school or technical/preparatory education;
- be from adult only "families";
- live in a detached or semi-detached dwelling or townhouse;
- travel for the purpose of staying at a vacation spot or city sightseeing/shopping;
- use air transportation;
- travel from December to March or April to May;
- stay 12 nights and over on their trip.
- be male;
- speak French (Quebec);
- From 1973 to 1974, there was an **increase** in Canadian travel to the U.S. by:
 - urban visitors,
 - visitors from the Prairies and British Columbia,
 - visitors from cities with populations of over 500,000, and 1,000 to 10,000,
 - apartment dwellers and tenants,
 - visitors aged 40 to 49 years,
 - visitors with family incomes of \$20,000 or more,
 - visitors from 'adult only' families,
 - visitors who traveled to the U.S. to spend some time at a vacation spot,
 - visitors who traveled by air,
 - female visitors,
 - visitors who spent 4-5 nights in the U.S.
- From 1973 to 1974 there was a **decrease** in Canadian travel to the U.S. by:
 - rural visitors.
 - visitors from the Atlantic Provinces.
 - visitors from cities with populations of under 1,000 and 10,000 to 30,000.
 - home owners.
 - male visitors.
 - visitors aged 18-29 years.
 - visitors who traveled by auto.
 - skilled workers.
 - visitors with family incomes between \$10,000 and \$20,000.
 - families with children, and
 - visitors who spent 1 to 3 nights in the U.S.

SUMMARY OF CHARACTERISTICS OF CANADIAN VACATION TRAVEL TO THE U.S. IN 1974

3,880,000 Canadian Vacation Arrivals in the U.S.

- 3,614,000 Canadian vacation arrivals on the U.S. Mainland (-13% from 1973)

\$631 Million Spent in the U.S. by Canadian Vacationers

- \$540 million spent on U.S. Mainland by Canadian vacationers (+12% over 1973)
- \$242 per capita expenditures per trip in U.S.
- \$21 daily per capita trip expenditures in U.S.

Traveler Characteristics

Residence:	Urban (87%) Ontario (39%) and Quebec (25%) English speaking (68%) Population over 500,000 (46%)
Dwelling Status:	Live in single/semi-detached dwelling (65%) Own their own dwelling (62%)
Sex:	Female (54%) and male (46%)
Age:	18-29 years (30%) and 50 years or more (31%)
Marital Status:	Attached (married)(59%)
Education:	Attended or completed high school (50%)
Occupation:	Professional/Mgr./Sales/White-collar (44%) and skilled workers (22%)
Family Income:	\$10,000 to \$20,000 (40%) and \$20,000 and over (24%)
Family Composition:	Adult only (62%)

Trip Characteristics

Purpose:	To spend some time at a vacation spot (37%), sightseeing (36%), and visiting friends or relatives (33%)
Mode of Transport:	Auto (48%) and air (39%)
Seasonality:	3rd quarter (43%), July (19%), August (16%)
Mean Length of Stay:	11 nights
Mean Size of Traveling Party:	2.36 persons

SECTION II

CHARACTERISTICS OF CANADIAN VACATION TRIPS/TRAVELERS TO GEORGE WASHINGTON COUNTRY IN 1974

I. HIGHLIGHTS

An estimated 79,000 vacation trips were taken by Canadians to the George Washington Country in 1974, constituting 5% of the total 1.64 million trips to the U.S. Canadian vacation arrivals in the George Washington Country totaled 202,000 in 1974.

During 1974, Canadian vacationers spent an estimated \$27 million in the George Washington Country or 4% of the total \$631 million spent by all Canadians vacationing in the U.S. Per capita expenditures on each trip to the George Washington Country were \$213, versus Canadian expenditures on a national basis of \$242. The average number of nights spent by Canadian vacation travelers in the George Washington Country was 13.9 nights, compared to the national average of 11.5 nights. Daily per capita expenditures of Canadians in the George Washington Country equaled \$15, compared to the national daily mean of \$21.

202,000 Canadian Vacation Arrivals (-15% from 1973)

- 5% of total Canadian vacation arrivals in the U.S.
- 8th most popular region in U.S. for Canadian vacationers

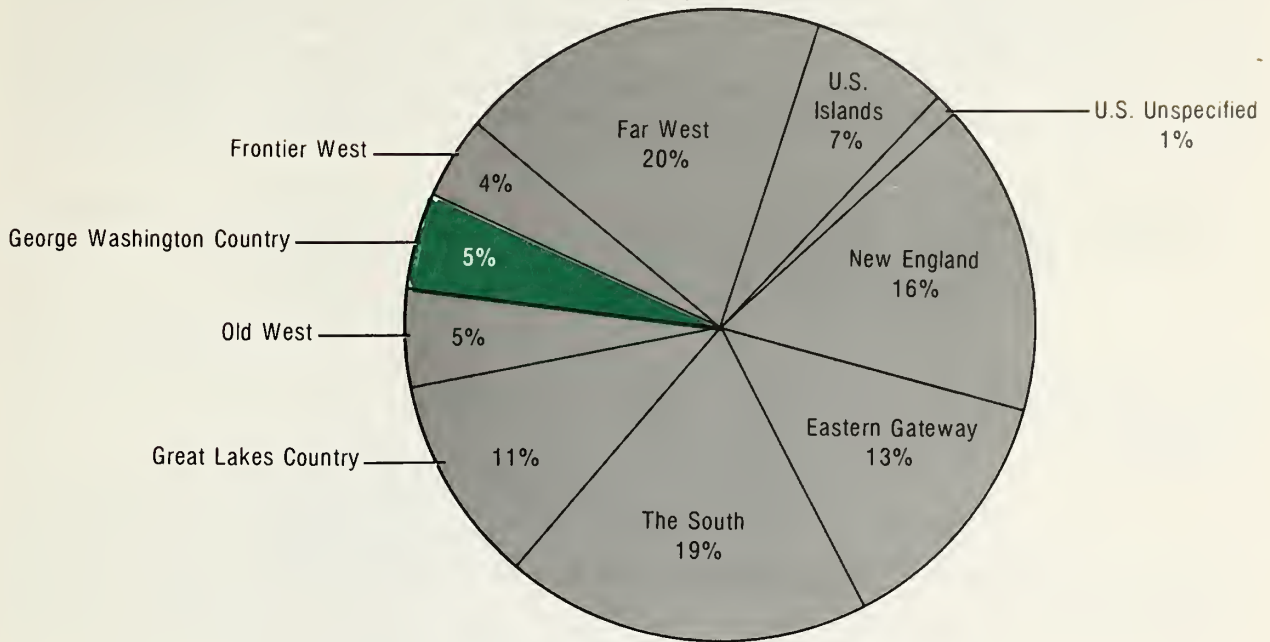
\$27 Million Spent in George Washington Country by Canadian Vacationers (-25% from 1973)

- 4% of total Canadian vacation expenditures in U.S.
- 9th largest recipient of Canadian vacation expenditures in U.S.
- \$213 per capita expenditures per trip (-9% from 1973)
- \$15 daily per capita trip expenditures (-6% from 1973)

Chart 1
**CANADIAN VACATION ARRIVALS AND
 EXPENDITURES IN THE U.S. 1974**

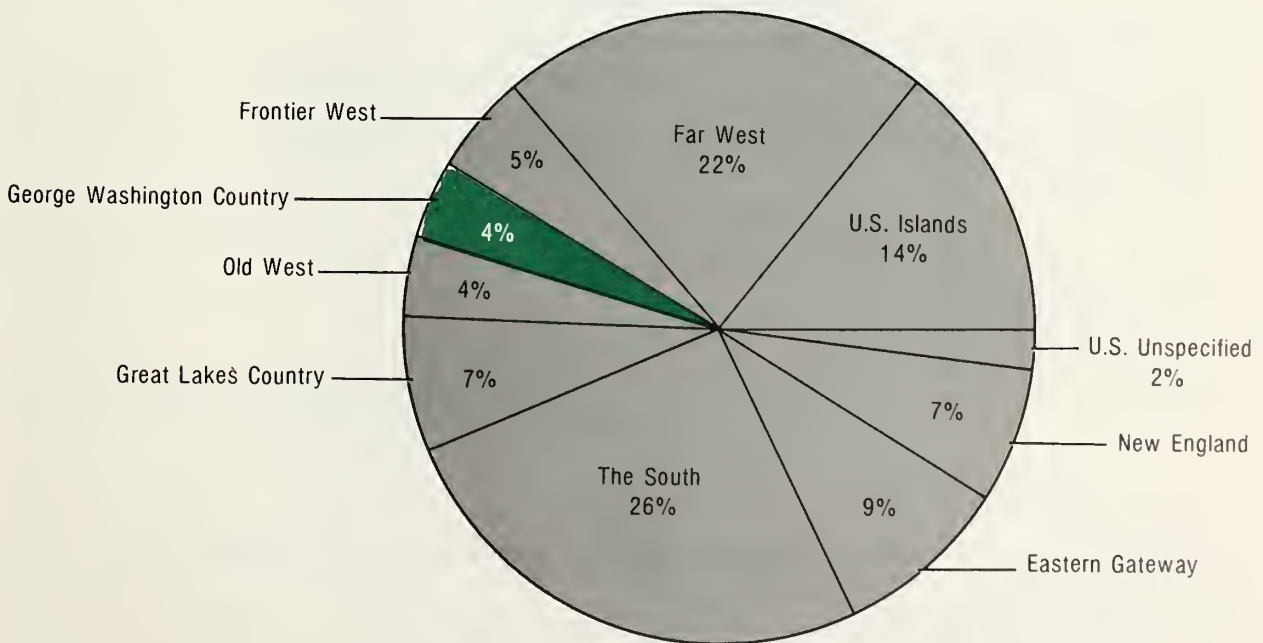
Arrivals

3,880,000 100%



Receipts

\$631,000,000 100%



Profile of Canadian Vacation Travelers to George Washington Country

During 1974, Canadian vacation travelers to George Washington Country had the following predominant characteristics: 93% resided in urban areas; Ontario and Quebec were the primary provinces of origin; 56% owned their own homes; most (52%) were males; 63% were attached; 48% had a partial or completed high school education; 52% were occupied in pro-

fessional/managerial/sales/white-collar positions; and 47% had family incomes of \$10,000 to \$20,000.

The most prevalent characteristics of the Canadian vacation trips to George Washington Country were; 52% were for sightseeing; 59% were by car; 56% occurred during the third quarter; the average length of stay was 14 nights; and the average size of traveling party was 2.55 persons.

TABLE 1
PROFILE OF 1974 CANADIAN VACATION TRAVELERS TO
GEORGE WASHINGTON COUNTRY

Traveler Characteristics

Residence:	Urban (93%) Ontario (47%) and Quebec (38%) English-speaking (48%) and French (Quebec)-speaking (25%) Cities with population over 500,000 (52%) Residence of auto visitors: Ontario (54%) and Quebec (38%)
Dwelling Status:	Live in single/semi-detached dwelling (61%) Owner of dwelling (56%)
Sex:	Male (52%) and female (48%)
Age:	50 years and over (33%) 18-29 years (31%)
Marital Status:	Attached (Married) (63%)
Education:	Attended or completed high school (48%)
Occupation:	Professional/Mgr./Sales/White collar (52%)
Family Income:	\$10,000 to \$20,000 (47%) \$20,000 and over (25%)
Family Composition:	Adults only (62%)

Trip Characteristics

Purpose:	Sightseeing (52%), to spend some time at a vacation spot (36%), camping/tenting/fishing/boating/or other outdoor activities (25%)
Mode of Transport:	Auto (59%)
Seasonality:	3rd quarter (56%), August (28%), July (22%)
Mean Length of Stay:	14 nights
Mean Size of Traveling Party:	2.55 persons

Table 1—Continued

Significant Changes in Canadian Vacation Travel to George Washington Country From 1973 to 1974

- Increase in:
 - visitors from Quebec (25% to 38%)
 - French Quebec speaking visitors (13% to 25%)
 - tenants (rather than dwelling owners) (30% to 44%)
 - visitors who attended or completed university or higher education (23% to 35%)
 - visitors in professional/managerial/sales/white-collar occupations (40% to 52%)
 - visitors who traveled to George Washington Country for the purpose of camping/tenting/fishing/boating/ or other outdoor activities (11% to 25%)
 - visitors staying 4-5 nights (15% to 4%)
- Decrease in:
 - visitors from Ontario (59% to 47%)
 - English speaking visitors (71% to 48%)
 - dwelling owners (68% to 56%)
 - visitors who traveled to George Washington to visit friends or relatives (37% to 23%)
 - auto visitors (69% to 59%)
 - visitors staying 6-11 nights (31% to 41%)

Significant Differences Between Canadian Vacation Travel to George Washington Country and to the U.S. as a Whole

- George Washington Country had a much higher proportion of:
 - visitors from Quebec
 - French (Quebec)-speaking visitors
 - auto visitors
 - visitors who traveled to George Washington Country for the purpose of camping/tenting/fishing/boating or other outdoor activities and for the purpose of sightseeing
 - visitors during the 3rd quarter of the year
 - visitors who had attended or completed a university education
- George Washington Country had a much lower proportion of:
 - visitors from British Columbia
 - visitors who traveled to George Washington Country to visit friends or relatives
 - English speaking visitors
 - air visitors
 - visitors who stayed 4-5 nights

II. DETAILED FINDINGS

The detailed findings of the characteristics of Canadian vacation travel to George Washington

Country during 1974 are presented within the following descriptive sub-categories: (A) Arrivals/Receipts; (B) Traveler Characteristics; and (C) Trip Characteristics.

A. Arrivals/Receipts

In 1974, George Washington Country ranked as the eighth most popular destination for Canadian vacation travelers to the U.S. and as the ninth largest receiver of Canadian vacation receipts. George Washington Country received approximately **5% of the total Canadian vacation visitors to the U.S. and 4% of the tourism receipts in 1974.**

George Washington Country received an estimated 202,000 of the 3.9 million Canadians who vacationed in the U.S. in 1974. (An additional 30,000 Canadians visited George Washington Country on their trips to other U.S. regions.) Of the \$631 million spent in the U.S. in 1974, George Washington Country received about \$27 million from these visitors, representing a 25% decrease from the \$36 million recorded in 1973. The 202,000 arrivals represented a 15% decrease from the 237,000 visitor arrivals in 1973. (See Appendix B-1.)

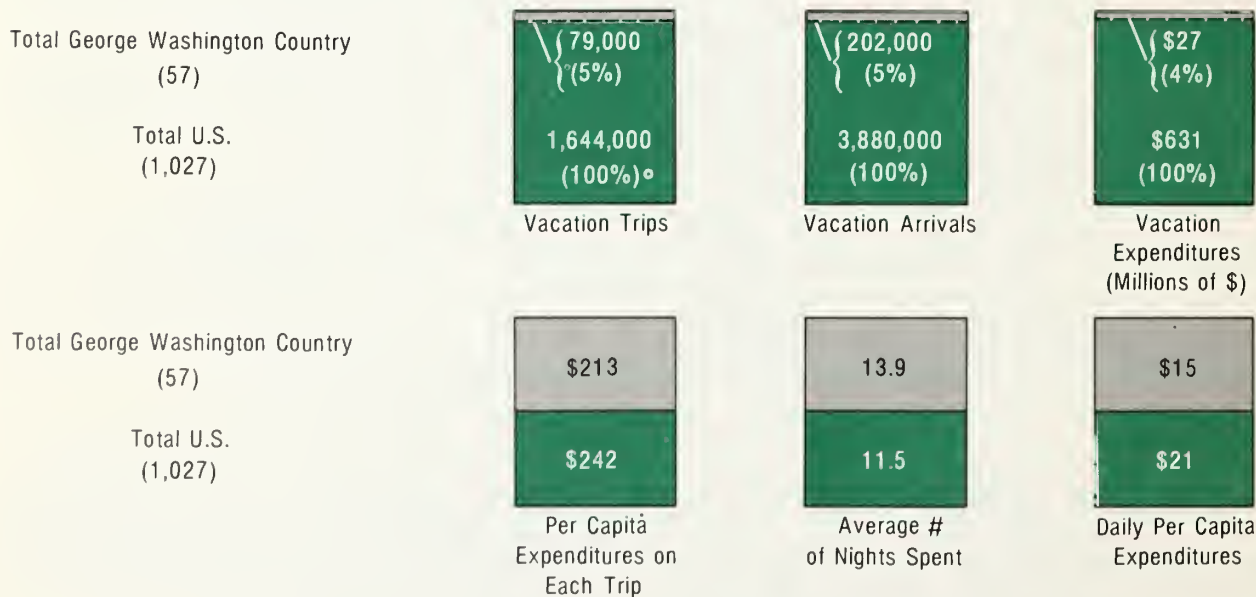
The primary reason for the decrease in Canadian vacation arrivals can be attributed to the de-

pressed economic situation in Canada, which was largely a result of the energy crisis. Relatively high inflation and unemployment, which decreased the purchasing power of the consumer, also resulted in the cancellation or postponement of vacation trips to George Washington Country.

More than half (59%) of George Washington Country's Canadian visitors came by auto. Quebec, which supplied George Washington Country with 38% of its visitors, suffered more economically than did other regions in Canada. Many persons who normally would have taken an auto trip to George Washington Country cancelled or changed their plans, first because of fears of not being able to obtain gasoline and later because of the high price of gasoline.

The 1974 Canadian **per capita expenditure per trip in George Washington Country was \$213**, a 9% decrease from the \$234 recorded in 1973. The 1974 **daily per capita trip expenditure in George Washington Country was \$15**, 6% less

Chart 2
**CHARACTERISTICS OF CANADIAN VACATION TRIPS TO
GEORGE WASHINGTON COUNTRY
(1974 Expenditures in U.S. Only)**



than the \$16 recorded in 1973. (See Appendix B-3.)

B. Traveler Characteristics

This section presents a brief analysis of the following demographic characteristics of 1974 Canadian vacation travelers to George Washington Country: destination; urban/rural residence; residence by province; language; size of city of residence; residence of auto/air visitors; type of dwelling occupied/ownership; sex; age; marital status; education; occupation of head of household; family income; and family composition.

Destination

George Washington Country received 5% of the Canadian vacationers who traveled to the U.S. in 1974. With respect to Canadian vacation trips to multiple destinations, Canadian vacationers whose primary destination was the George Washington Country visited a number of other areas

in the U.S. on their trip to George Washington Country. About 26% of the Canadians whose final destination was George Washington Country also visited the Eastern Gateway region (primarily New York). Another 19% who were destined for George Washington Country also visited areas in the South (primarily Florida). 9% also visited New England, 8% visited the Far West and 7% visited Great Lakes Country.

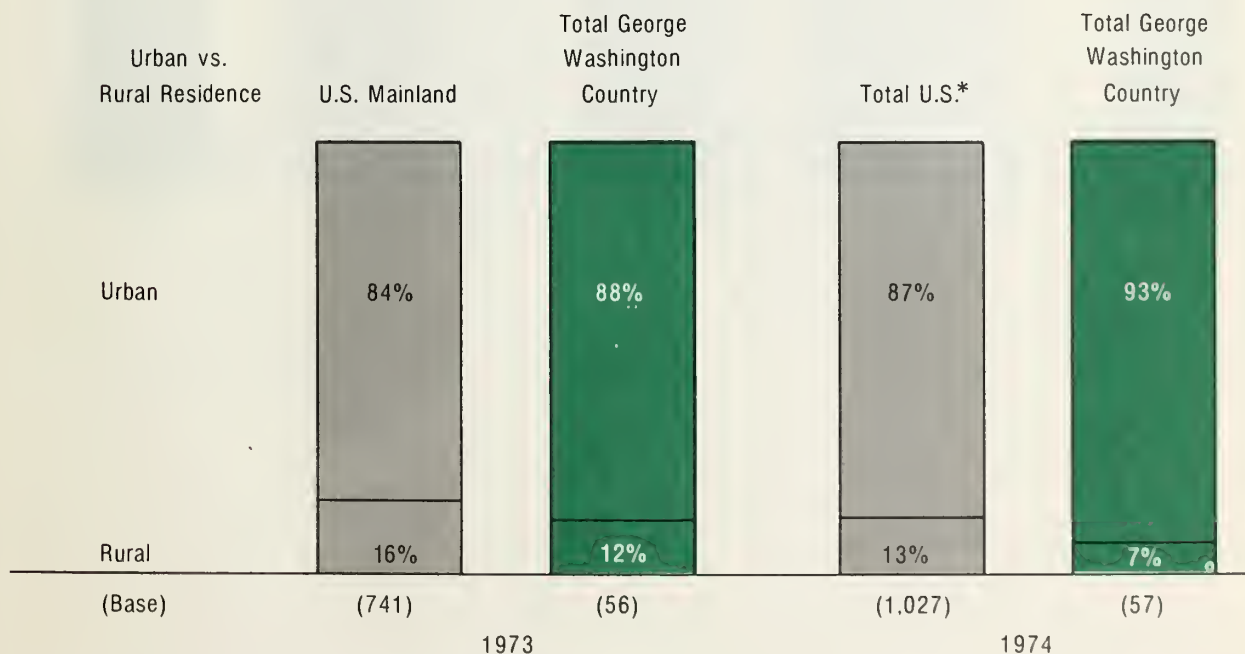
Urban/Rural Residence

In 1974, 87% of the Canadians who visited the U.S. came from urban areas.

When comparing the George Washington Country to the U.S. as a whole, a slightly higher proportion of urban residents visited this region (93%) than the U.S. Consistent with the national trend there was an increase in travelers from urban areas to George Washington Country between 1973 and 1974 (up from 88% in 1973).

Chart 3

CANADIAN VACATION TRAVELERS TO GEORGE WASHINGTON COUNTRY IN 1974 BY URBAN/RURAL RESIDENCE



Note: See Volume 1, Appendix II-F for more detailed breakdown.

* Includes U.S. Islands.

In 1974, almost half (47%) of the Canadian vacationers to the **George Washington Country** came from Ontario, while in the previous year Ontario accounted for 59% of the visitors to the region. The second most popular origin of Cana-

By way of national comparisons, Ontario was also the greatest generator (39%) of vacation visitors to the entire U.S., while Quebec ranked second (25%).

Residence	U.S. Mainland	Total George Washington Country	Total U.S.**	Total George Washington Country
Atlantic Provinces	7%	7%	4%	5%
Quebec	27%	25%	25%	38%
Ontario	41%	59%	39%	47%
Prairies	12%	4%	15%	8%
British Columbia	12%	5%	16%	2%
All Other	1%	*	1%	*
(Base)	(741)	(56)	(1027)	(57)

1973

1974

** Includes U.S. Islands.

Language

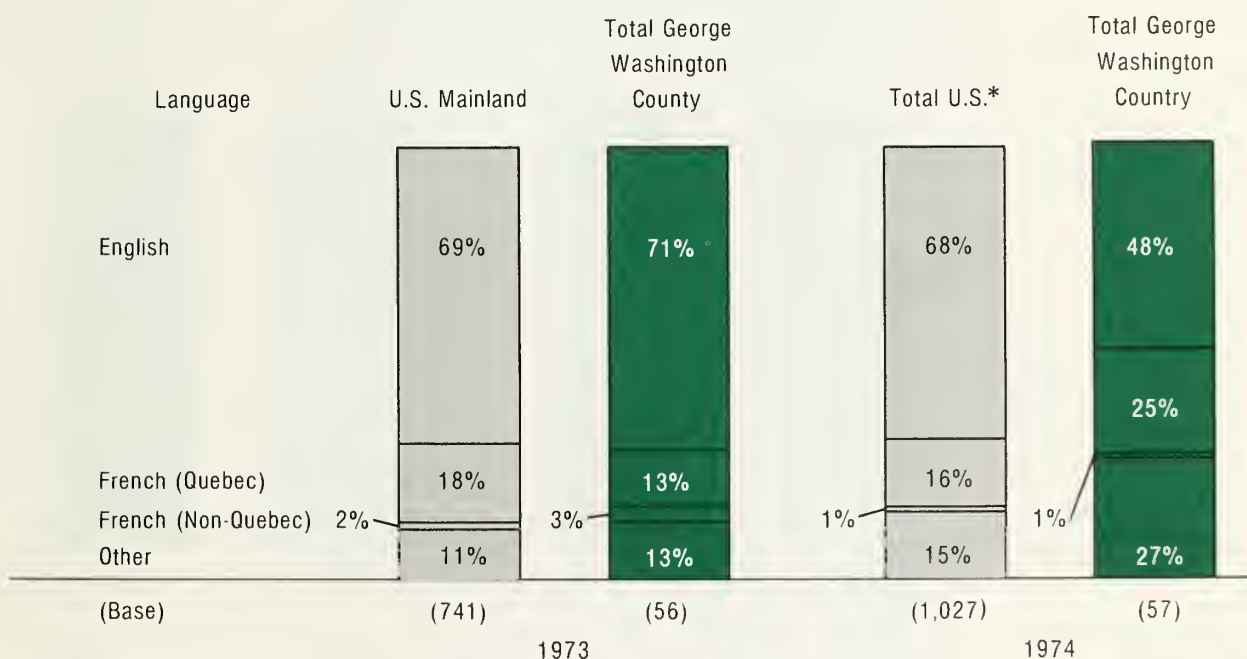
The increase in the proportion of vacation visitors to **George Washington Country** from Quebec was evident by the increase in French speaking visitors to that area in 1974. One-quarter of all Canadian visitors to George Washington Country spoke French (Quebec) compared to

13% in 1973. Less than one-half (48%) of the Canadian travelers to the George Washington Country in 1974 spoke English, a significant decrease from the 71% recorded in previous year.

For travel to the entire U.S., 68% of the Canadian vacationers spoke English and 16% spoke French (Quebec).

Chart 5

CANADIAN VACATION TRAVELERS TO GEORGE WASHINGTON COUNTRY IN 1974 BY LANGUAGE



Note: Totals may not add to 100% due to rounding.

*Includes U.S. Islands.

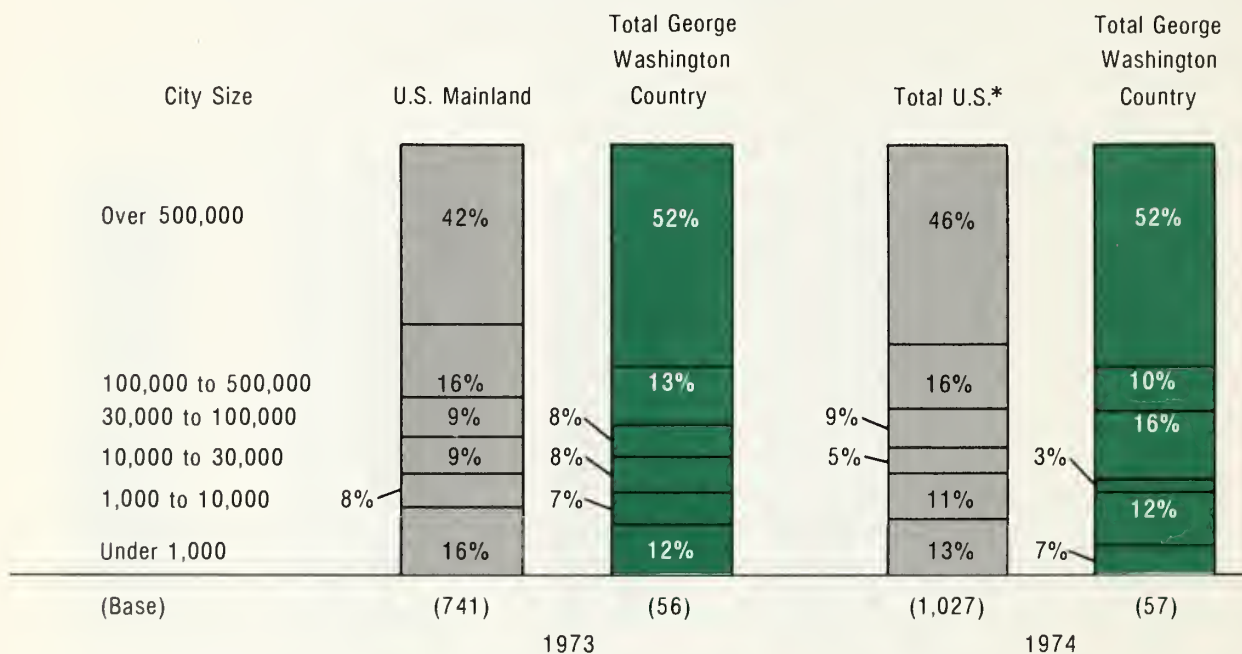
Size of City of Residence

In 1974, 46% of the Canadians vacationing in the U.S. resided in cities with a population greater than 500,000.

Similarly, the majority of 1974 Canadian visitors to the **George Washington Country** lived in cities whose population was over 500,000—52%, the same proportion registered in 1973. There were no significant changes from the previous year in any of the city-size categories.

Chart 6

CANADIAN VACATION TRIPS TO GEORGE WASHINGTON COUNTRY IN 1974 BY SIZE OF CITY OF RESIDENCE



* Includes U.S. Islands.

Residence of Auto/Air Visitors

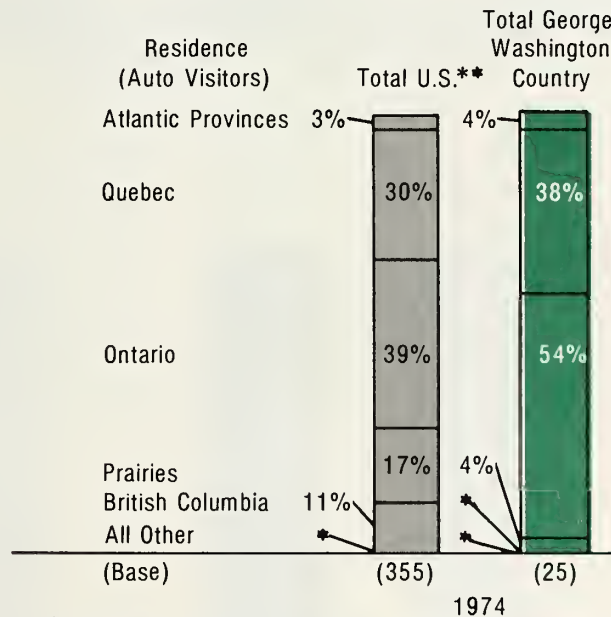
Canadian auto visitors to the U.S. in 1974 resided mostly in Ontario (39%), Quebec (30%) and the Prairie Provinces (17%).

The residence of Canadian auto vacationers to the **George Washington Country** was notably different than that of Canadian auto travelers to the total U.S. For example, 54% of the auto

visitors to this region lived in Ontario, 38% in Quebec, and only 4% in the Prairie Provinces.

A specific analysis of the residences of Canadian **air** travelers to George Washington Country cannot be made due to extremely small sample sizes (although 23% of the Canadian vacation trips to George Washington Country were by air in 1974).

Chart 7
**CANADIAN VACATION TRAVELERS
TO GEORGE WASHINGTON COUNTRY
IN 1974 BY RESIDENCE OF
AUTO VISITORS**



* Less than 1/2 of 1%.

** Includes U.S. Islands.

Type of Dwelling Occupied/Ownership

The majority (62%) of Canadian visitors to the U.S. in 1974 were homeowners, and the type of dwelling which they predominately occupied was of the single or semi-detached-type structure (65%).

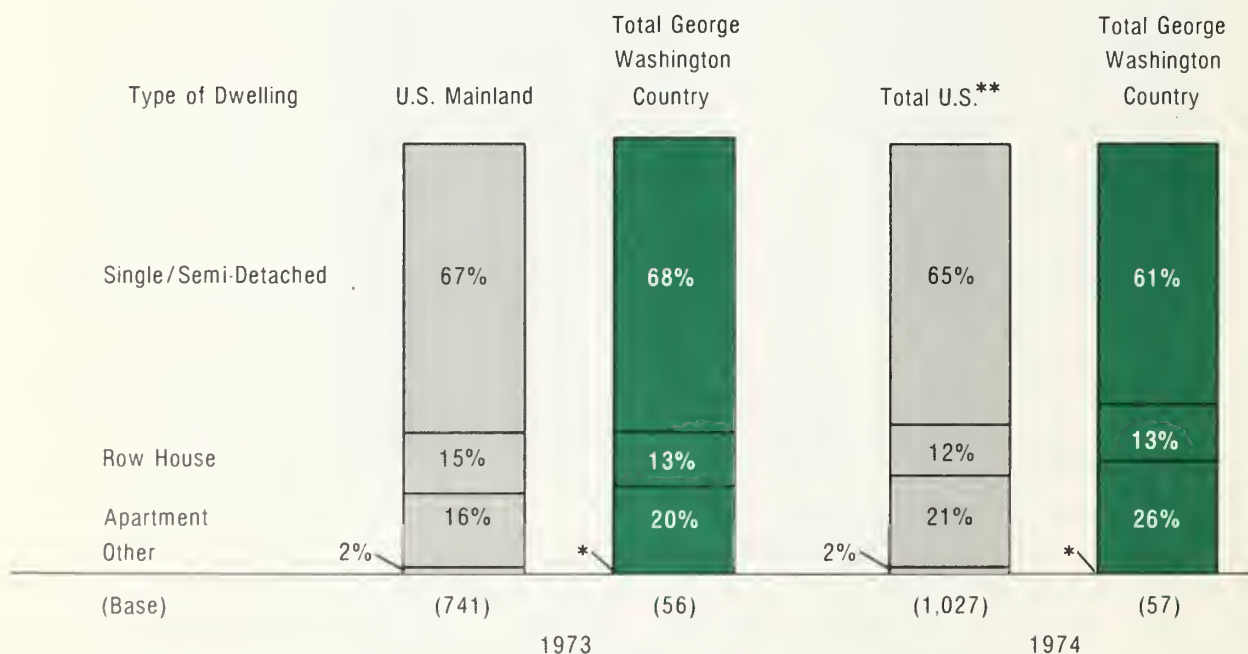
Similar occupancy/ownership characteristics existed for Canadian visitors to the **George Washington Country**, with 56% of these vacationers being homeowners and 61% living in a single or semi-detached-type structures in 1974. The remainder of the Canadian visitors to the George

Washington Country in 1974 lived in apartments (26%) and row houses (13%).

The most significant 1973-74 increases in Canadian travelers to this region were the apartment dwellers (from 20% to 26%) and those who rented their housing (from 30% to 44%). There was a parallel decrease in the proportion of visitors to the George Washington Country who lived in single/semi-detached residences (from 68% in 1973 to 61% in 1974) and who owned their own homes (from 68% to 56% in 1974). Such findings portray the Canadian vacationer to the region as an increasingly mobile travel group.

Chart 8

CANADIAN VACATION TRAVELERS TO GEORGE WASHINGTON COUNTRY IN 1974 BY TYPE OF DWELLING



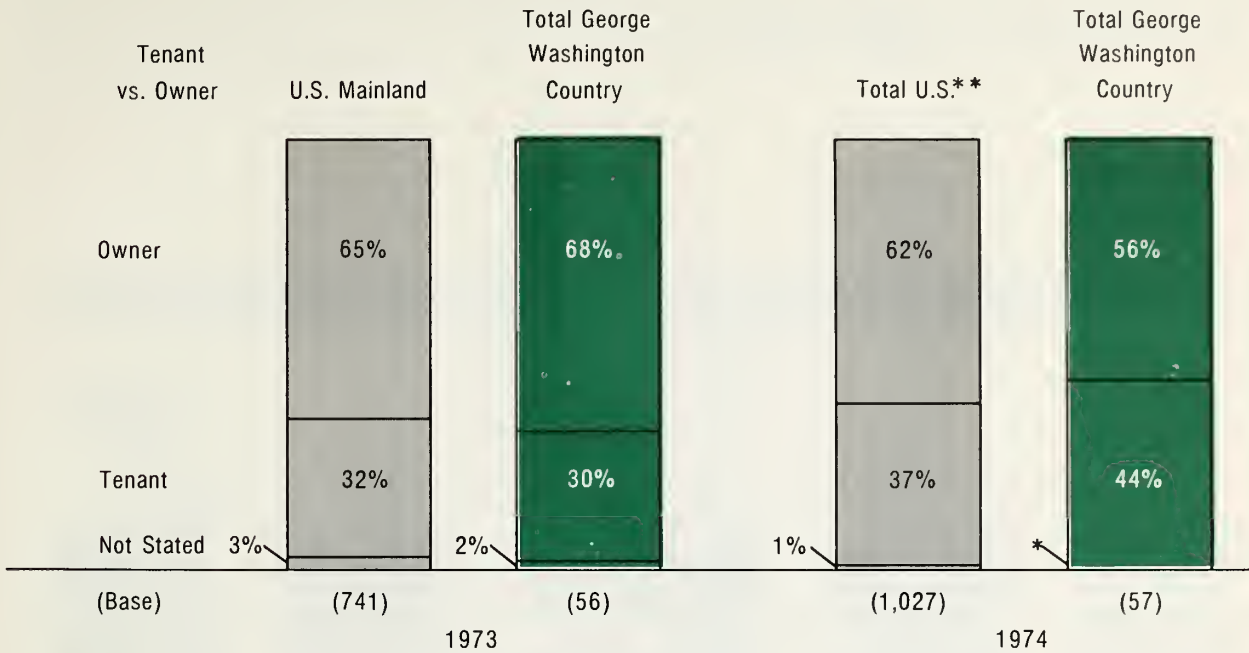
Note: Totals may not add to 100% due to rounding

* Less than 1/2 of 1%

** Includes U.S. Islands

Chart 9

CANADIAN VACATION TRAVELERS TO GEORGE WASHINGTON COUNTRY IN 1974 BY DWELLING OWNERSHIP



* Less than 1/2 of 1%.

** Includes U.S. Islands.

Sex

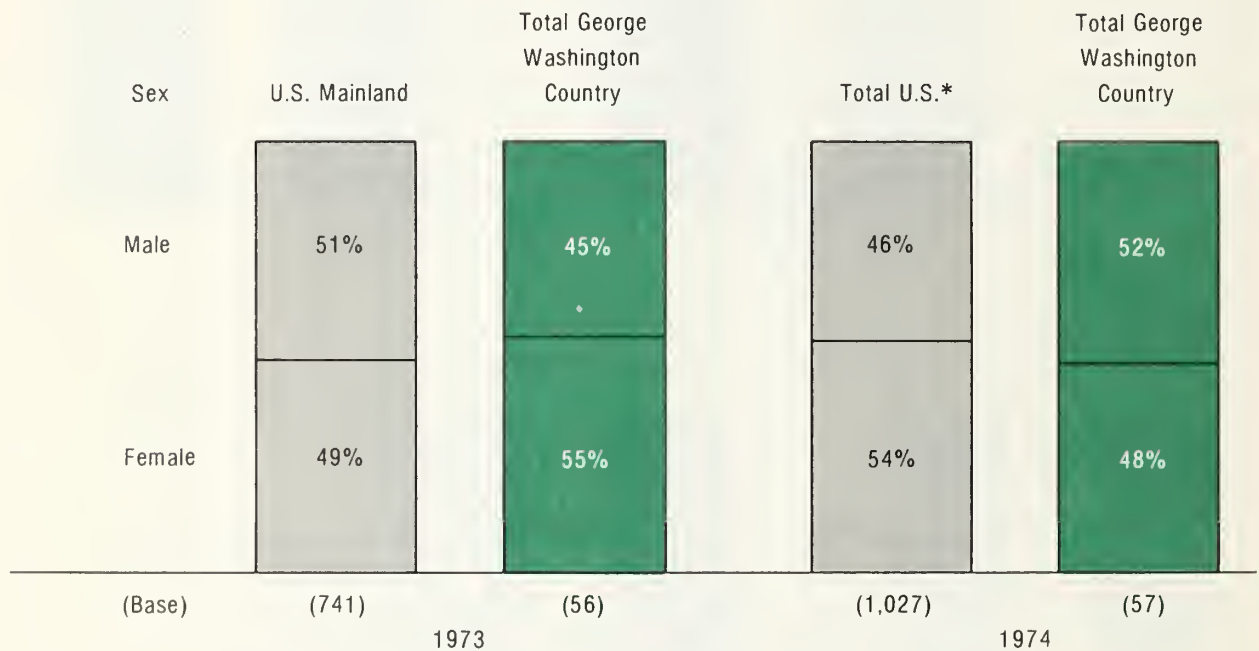
In 1974, females constituted the largest proportion (54%) of Canadian visitors to the U.S.

The trend was reversed with respect to the male-female ratio of Canadian travel to the

George Washington Country. In 1974, over half of the visitors (52%) to this region were males (compared to 45% in 1973) while 48% of the visitors were females (compared to 55% in 1973).

Chart 10

CANADIAN VACATION TRAVELERS TO GEORGE WASHINGTON COUNTRY IN 1974 BY SEX



* Includes U.S. Islands.

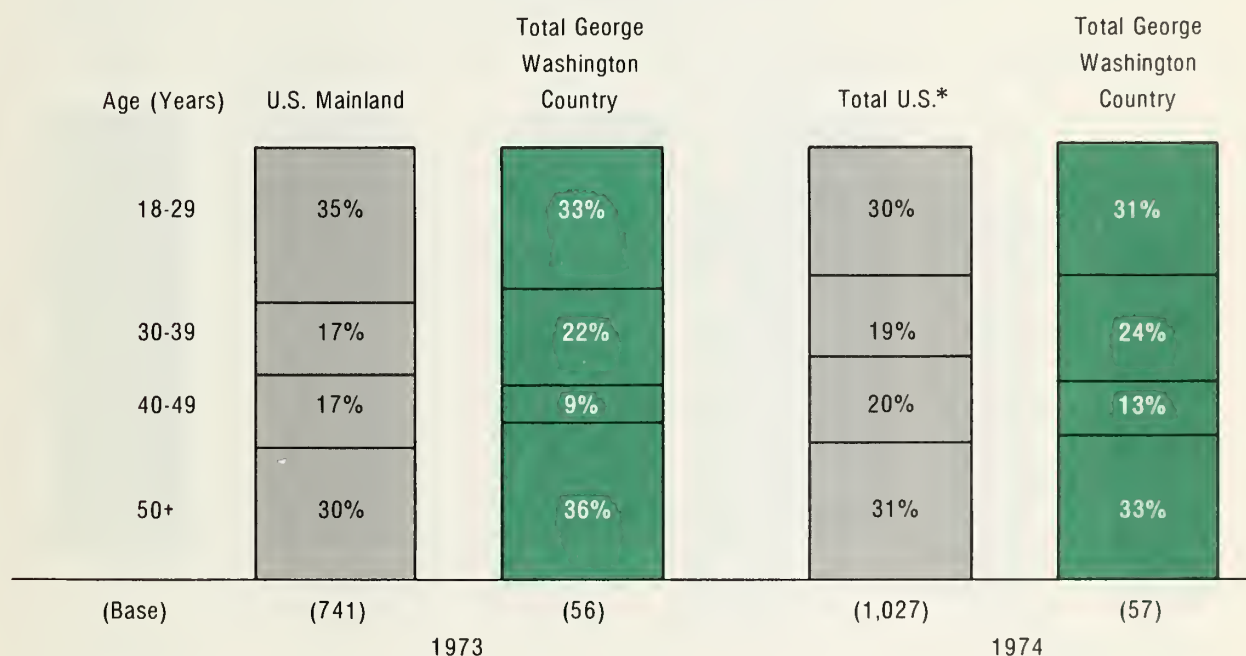
Age

The U.S. in 1974 was an appealing travel destination to both the **young** and **elderly** Canadian traveler. For example, 31% of the visitors to the U.S. were above the age of 50 and 30% were between the ages of 18 to 29.

Slightly higher than the national proportions, the **George Washington Country** attracted 33% of its visitors from the 50 and above age group and 31% from the 18 to 29 year age group. Despite the dominance of these two age groups in travel to this region, the overall shares of both groups declined slightly from 1973.

Chart 11

CANADIAN VACATION TRAVELERS TO GEORGE WASHINGTON COUNTRY IN 1974 BY AGE



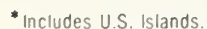
Note: Totals may not add to 100% due to rounding.

*Includes U.S. Islands.

In 1974, 59% of all Canadian visitors to the U.S. were attached (married) and the remaining 41% were classified as unattached.

in marital status were recorded. Specifically, 63% of all Canadian travelers to this region were attached (married) and 37% were unattached. Unlike the national trend, downward, an increase in married Canadian vacationers was recorded by the George Washington Country up from 55% in 1973 to 63% in 1974.

**CANADIAN VACATION TRAVELERS TO GEORGE WASHINGTON COUNTRY
IN 1974 BY MARITAL STATUS**



Education

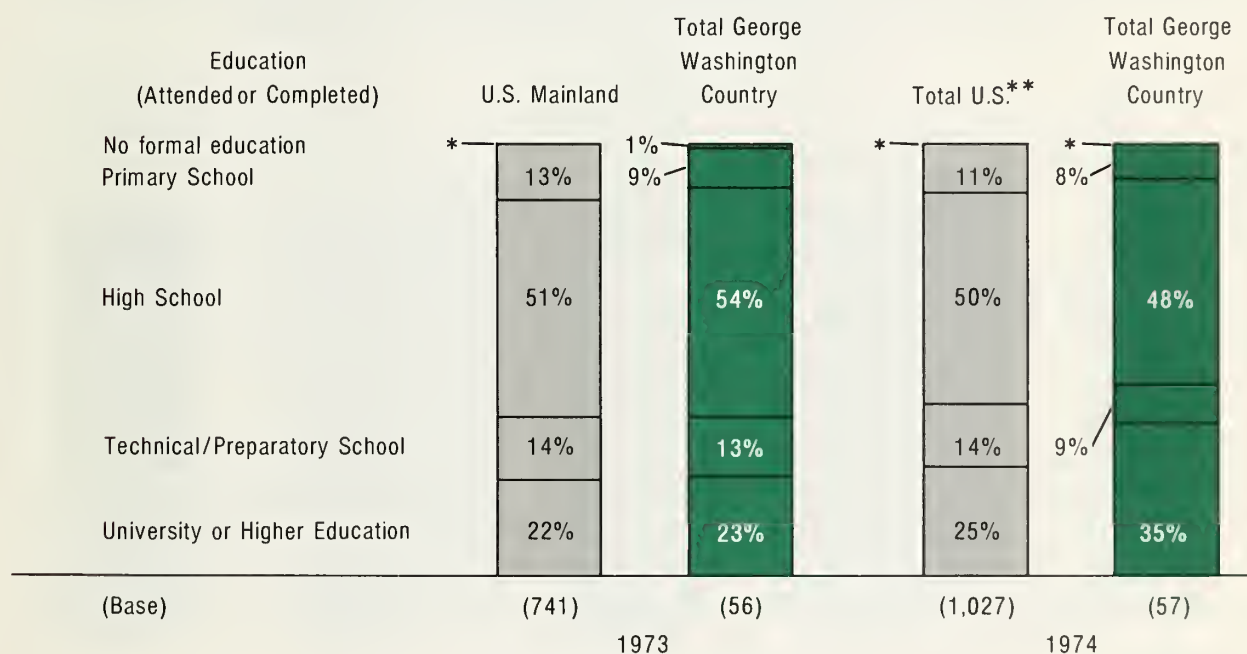
One-half of the Canadian travelers to the U.S. in 1974 had attended or completed high school, while 25% had attended or completed a university.

Travelers to George Washington Country appear to be better educated than those visiting other

regions of the U.S. While somewhat less of the Canadian visitors (48%) to this region had attended or completed high school, a larger proportion of visitors (35%) had attended or completed a university or higher level education—a significantly higher proportion than the 23% recorded in 1973.

Chart 13

CANADIAN VACATION TRAVELERS TO GEORGE WASHINGTON COUNTRY IN 1974 BY EDUCATION



Note: See Volume 1, Appendix II-M for more detailed breakdown.

* Less than 1/2 of 1%.

** Includes U.S. Islands.

Occupation of Head of Household

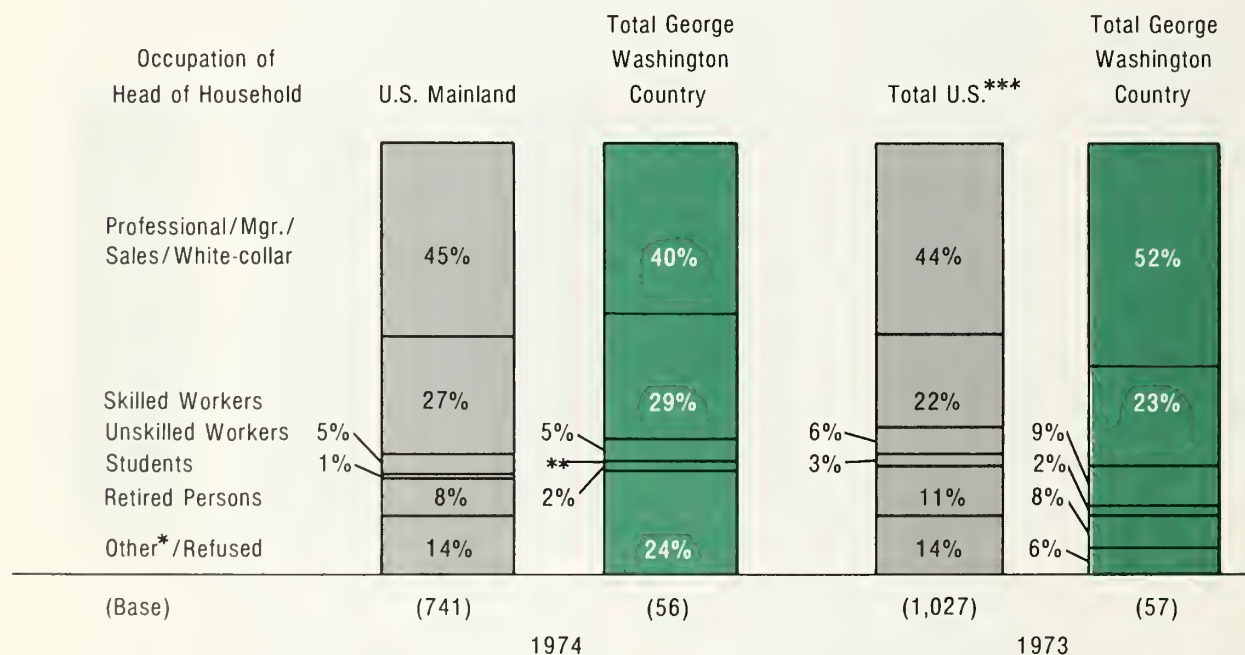
The heads of households of Canadian vacation travelers to the U.S. in 1974 were primarily employed in professional/sales/white collar positions (44%). Skilled laborers represented another 22%.

Closely following national patterns, the George Washington Country in 1974 was also visited by persons who were primarily employed in

the professional/sales/white collar occupations (52%). This percentage represented a marked increase from the 40% recorded in the preceding year. The proportion of retired persons traveling to the George Washington Country also increased from 2% in 1973 to 8% in 1974, while the skilled worker was the only occupational group to register a decrease in travel to the George Washington Country, declining from 29% in 1973 to 23% in 1974.

Chart 14

CANADIAN VACATION TRAVELERS TO GEORGE WASHINGTON COUNTRY IN 1974 BY OCCUPATION OF HEAD OF HOUSEHOLD



* Primarily includes housewives and farmers.

** Less than 1/2 of 1%

*** Includes U.S. Islands.

Family Income

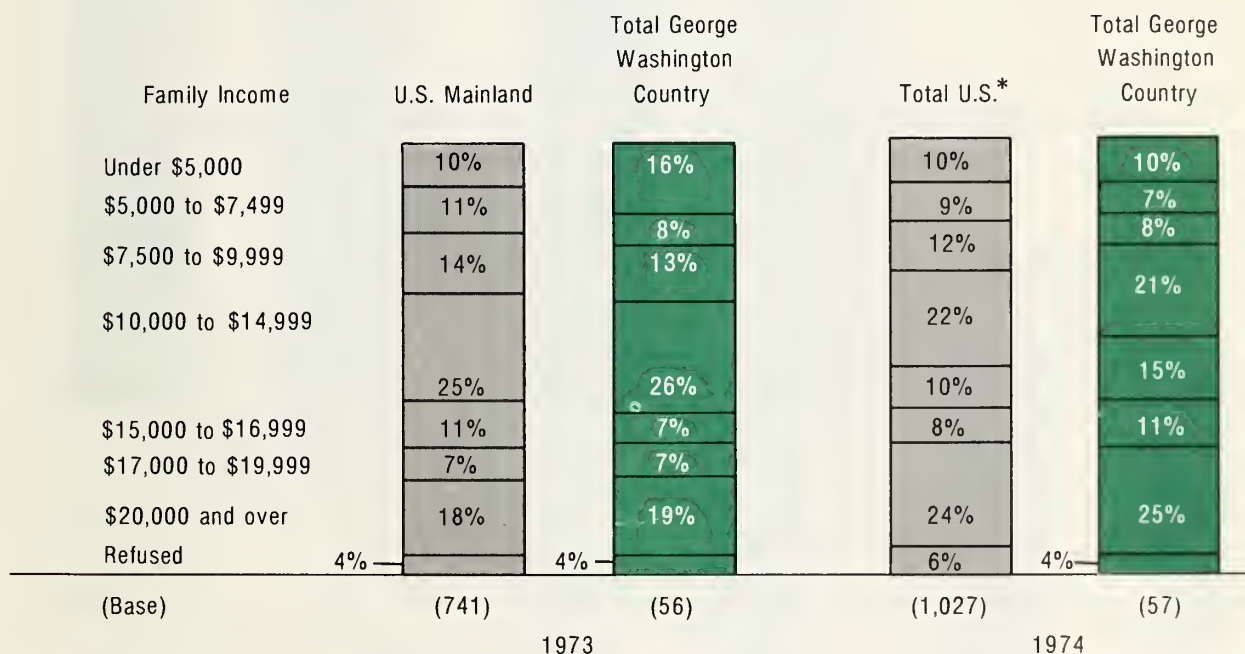
In 1974, the two most dominate family income brackets among Canadian travelers to the U.S. were the \$10,000 to \$20,000 group (40%) and the \$20,000-and-over group (24%).

There appears to be a somewhat greater proportion of wealthier travelers visiting George Wash-

ington Country than to the nation as a whole. Specifically, 47% of the visitors to this region were in the \$10,000 to \$20,000 category and 25% were in the \$20,000-and-over group. It is important to note that between 1973 and 1974 there was a considerable increase in travel by the wealthier (\$20,000-and-over group) Canadian vacationer to the George Washington Country-- from 19% in 1973 to 25% in 1974.

Chart 15

CANADIAN VACATION TRAVELERS TO GEORGE WASHINGTON COUNTRY IN 1974 BY FAMILY INCOME



Note: Totals may not add to 100% due to rounding.

*Includes U.S. Islands.

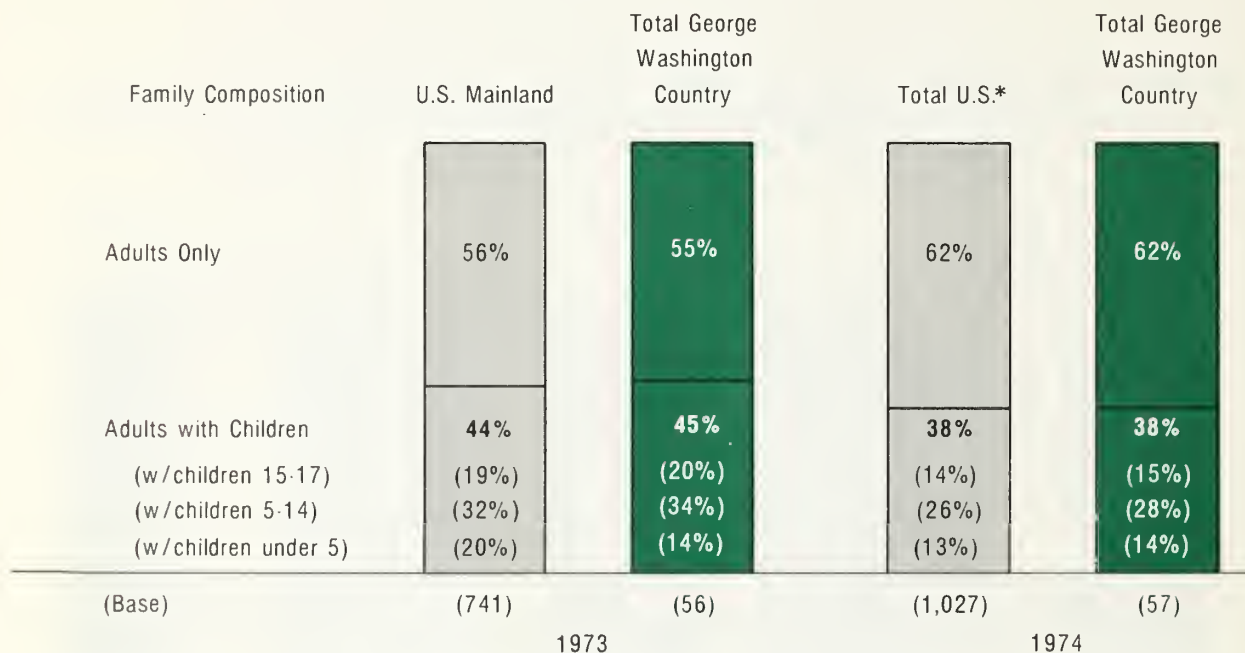
Family Composition

In 1974, families comprised of only adult members represented the largest proportion of tra-

velers to the George Washington Country as well as to the U.S. as a whole (62% each)—a proportion which increased from 55% and 56% respectively in 1973.

Chart 16

CANADIAN VACATION TRAVELERS TO GEORGE WASHINGTON COUNTRY IN 1974 BY FAMILY COMPOSITION



* Includes U.S. Islands.

C. Trip Characteristics

Presented in this section are analyses of the following characteristics of 1974 Canadian vacation trips to George Washington Country: purpose of trip; total adults in party; main mode of transport; seasonality; and length of trip.

Purpose of Trip

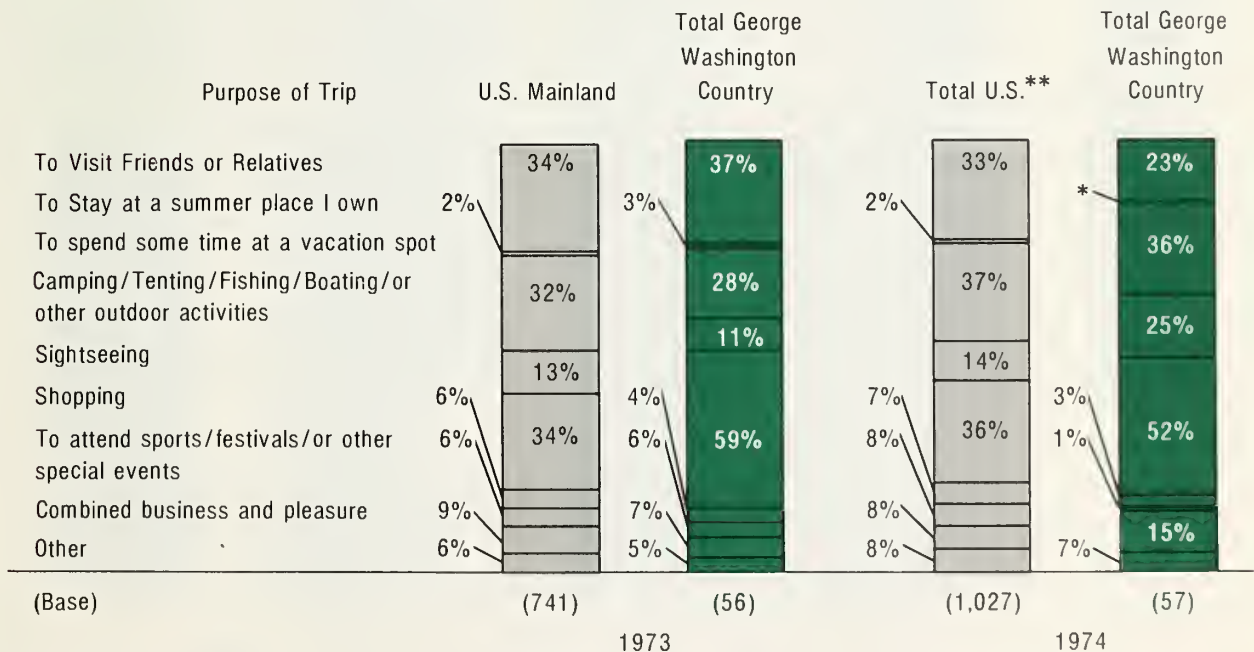
Spending time at a vacation spot (37%), sightseeing (36%), and visiting friends or relatives (33%) ranked as the most popular reasons for Canadian travel to the U.S. in 1974. A much larger proportion of Canadians traveled to George Washington Country to sightsee (52%)

and to participate in outdoor activities (25%) than did visitors to the U.S. as a whole. Conversely, a much smaller proportion of Canadians traveled to George Washington Country to visit friends or relatives (23%).

From 1973 to 1974 there was a significant increase in Canadian vacation travel to George Washington Country for the purpose of camping/tenting/fishing/boating or other outdoor activities (up from 11% in 1973 to 25% in 1974) and to spend time at a vacation spot (up from 28% in 1973 to 36% in 1974). On the other hand, there was a significant decrease in travel to this region to visit friends and relatives (down from 37% in 1973 to 23% in 1974).

Chart 17

CANADIAN VACATION TRIPS TO GEORGE WASHINGTON COUNTRY IN 1974 BY PURPOSE OF TRIP



Note: Includes multiple answers.

* Less than 1/2 of 1%.

** Includes U.S. Islands.

Total Adults in Party

The average number of adult Canadian visitors per traveling party to **George Washington Country** in 1974 was estimated at 2.55 persons per party, somewhat above the national average of 2.36 persons.

Main Mode of Transport

In 1974, almost one-half (48%) of the Canadian vacation trips to the **U.S.** were by auto; 39% were by air; and 9% were by bus.

Canadian vacation trips to the **George Washington Country** in comparison to the entire **U.S.**,

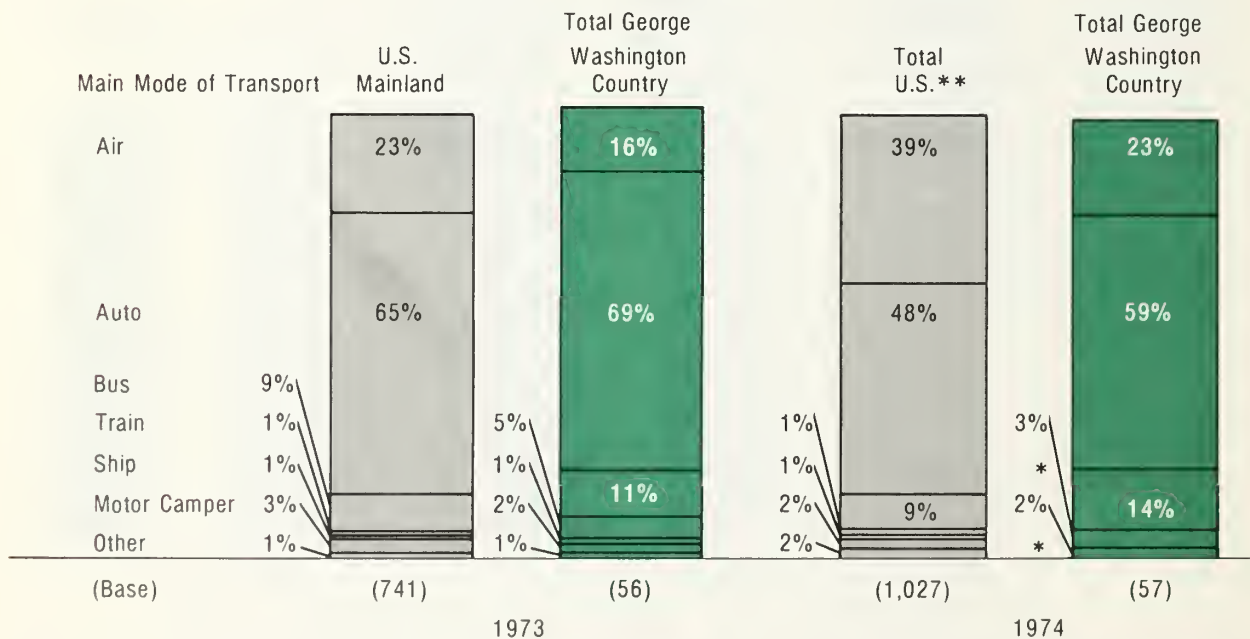
occurred more often via car (59%) and bus (14%), and less by air (23%) during 1974.

The energy crisis of 1973 and 1974 altered transportation patterns considerably for the entire **U.S.**, as well as the **George Washington Country**. For example, the proportion of trips to **George Washington Country** using public transportation (air, bus, train, ship) increased from 33% in 1973 to 40% in 1974.

As could be expected with gasoline shortages and rising fuel costs, Canadian **auto use** for vacation purposes declined in 1974: The **U.S. Mainland** as a whole experienced a decrease from 65% to 52% in auto vacations and the **George Washington Country** recorded a drop from 69% to 59%.

Chart 18

CANADIAN VACATION TRIPS TO GEORGE WASHINGTON COUNTRY IN 1974 BY MAIN MODE OF TRANSPORT



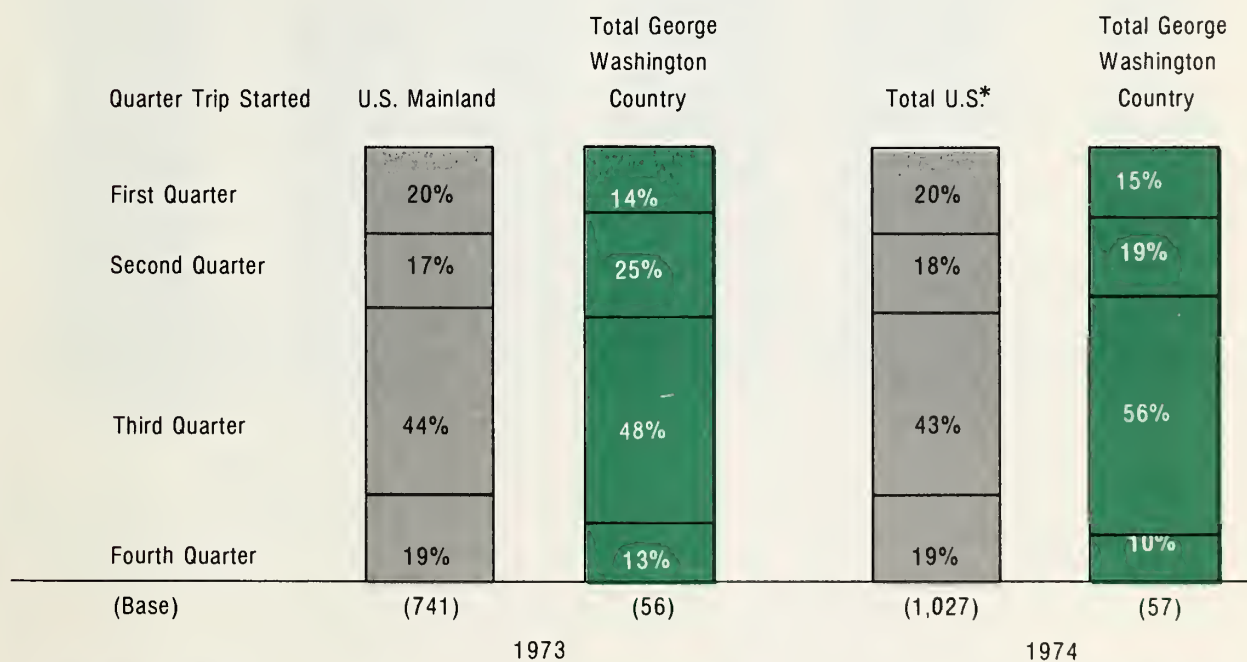
Seasonality

It appears that an increasing number of Canadians are visiting George Washington Country during the third quarter of this year—the summer vacation period. Similar to the most popular travel season for Canadian vacation travel to the U.S. as a whole, in 1974 the majority of Canadians (56%) visited George Washington Country during July, August, and September. This pro-

portion is not only higher than the national figure of 43% for this quarter, but it also represents an eight point increase over the 48% who visited this region during the third quarter in 1973.

In 1974, travel to George Washington Country during the second quarter of the year (April, May, June) (19%) was less than it was during this period in 1973 (25%).

Chart 19
**CANADIAN VACATION TRIPS TO GEORGE WASHINGTON COUNTRY
IN 1974 BY SEASONALITY**

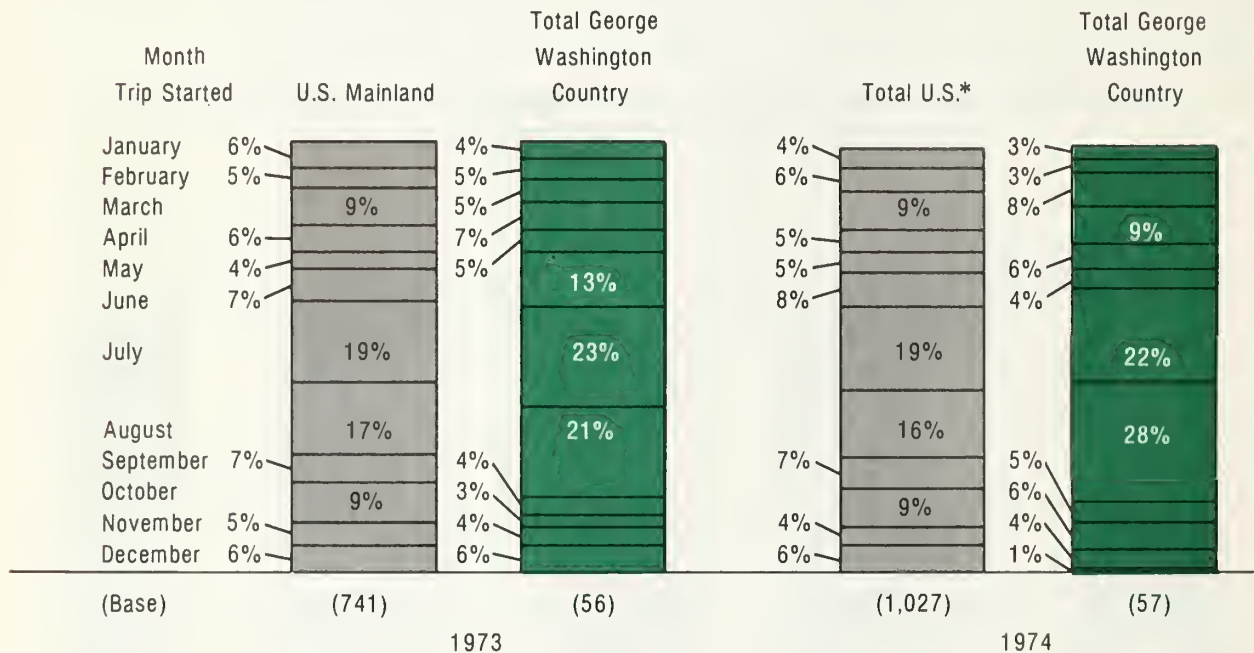


* Includes U.S. Islands.

Looking at the Canadian travel on a monthly basis, July and August were the most important months for Canadian travel to the U.S. In 1974, 19% of the total Canadian trips to the U.S. were

taken in July and 16% in August. In the George Washington Country, August accounted for the largest portion (28%) of Canadian vacation trips, followed by July with 22%.

Chart 20
**CANADIAN VACATION TRIPS TO GEORGE WASHINGTON COUNTRY
 IN 1974 BY SEASONALITY (by Month)**



Note. Totals may not add to 100% due to rounding.

*Includes U.S. Islands.

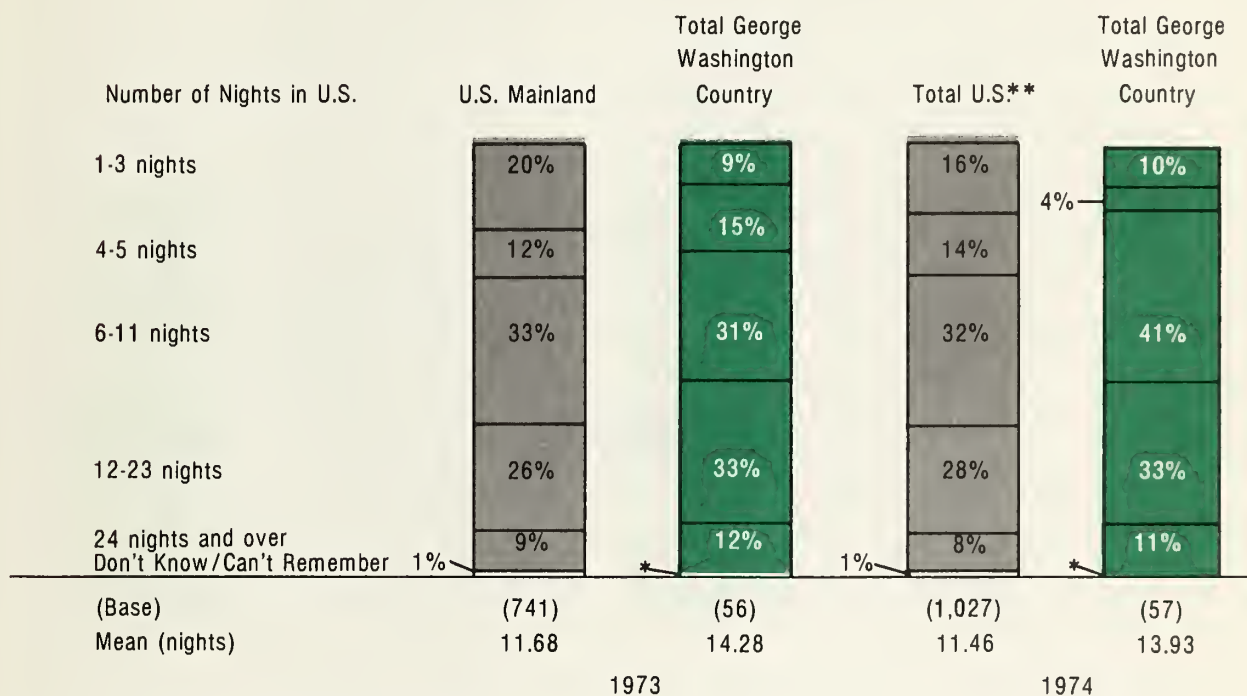
Length of Stay

The average length of stay of Canadian vacation trips in the U.S. was 11.5 nights in 1974. The Canadian visitor stayed somewhat longer in the

George Washington Country, with the average length of stay in this region equaling 13.9 nights. This figure represents a slight decrease from the 1973 length of stay of 14.3 nights.

Chart 21

CANADIAN VACATION TRIPS TO GEORGE WASHINGTON COUNTRY IN 1974 BY LENGTH OF STAY



Note: Totals may not add to 100% due to rounding.

*Less than 1/2 of 1%.

**Includes U.S. Islands.

There appeared to be a trade-off during 1973 and 1974 in the length of stay of Canadians between the 6 to 11 nights group and the 4 to 5 night group.

In 1974, there was a marked increase in the proportion of Canadians staying longer (6 to 11

nights) — up from 31% in 1973 to 41% in 1974 and a marked decrease in the proportion of Canadians staying 4 to 5 nights (down from 15% in 1973 to 4% in 1974).

APPENDICES

Appendix A

DEFINITION OF UNITED STATES AND CANADIAN REGIONS

U.S. REGIONS

1. NEW ENGLAND

Connecticut
Maine
Massachusetts
New Hampshire
Rhode Island
Vermont

2. EASTERN GATEWAY

New Jersey
New York

3. GEORGE WASHINGTON COUNTRY

Delaware
District of Columbia
Maryland
Pennsylvania
Virginia
West Virginia

4. THE SOUTH

Alabama
Arkansas
Florida
Georgia
Kentucky
Louisiana
Mississippi
North Carolina
South Carolina
Tennessee

5. GREAT LAKES COUNTRY

Illinois
Indiana
Iowa
Michigan
Minnesota
Ohio
Wisconsin

6. OLD WEST

Colorado
Montana
Nebraska
North Dakota
South Dakota
Utah
Wyoming

7. FRONTIER WEST

Arizona
Kansas
Missouri
New Mexico
Oklahoma
Texas

8. FAR WEST

Alaska
California
Idaho
Nevada
Oregon
Washington

9. ISLANDS

American Samoa
Guam
Hawaii
Puerto Rico
Virgin Islands

CANADIAN REGIONS

ATLANTIC PROVINCES

Newfoundland
Prince Edward Island
Nova Scotia
New Brunswick

QUEBEC

ONTARIO

PRAIRIE PROVINCES

Manitoba
Saskatchewan
Alberta

BRITISH COLUMBIA

Other

Yukon/N.W.T.

DEFINITION OF TERMS

The definitions used in the study were as follows:

"Vacation" defined for the respondent as not including weekends or long weekends or statutory holidays; or "working holidays". Beyond this, the definition was intentionally left up to the respondent. This procedure was carefully established to avoid a long series of arbitrary decisions as to what was and what was not a vacation. For example, housewives, professional men, retired people and students would each have required explicit, arbitrary, and perhaps even inconsistent criteria laid down as to what constituted a vacation. Consequently, the definition of a vacation was completely subjective (aside from the above list of what it was not): if the respondent thought he had a vacation, it was considered that he did.

Vacation trip essentially is absence from home. Once again, the precise definition was the respondent's. In practice, virtually all trips reported were of at least one night's duration, and this can be taken as the working criterion.

For analytical purposes a further definitional requirement of a "trip" was made, such that it was "a person or group of people from the same household traveling together." If husband and wife traveled together, it was deemed reasonable that this should be regarded as one trip, not two. For example, they would probably have made a single joint decision to go on the trip. If they went with a couple from another household, this second pair probably would have made a separate decision, so this foursome could be regarded as two trips.

Since individuals (18 or over) were interviewed for these studies, the problem could arise of double counting (or multiple counting) of trips—for example, interviewing husband and wife who had been on a trip together would show two trips, not one. Weighting was used to compensate for this possibility. For each trip it was ascertained how many people (18 and over from the same household) had been on the trip. The reciprocal of this number served as the basis for this corrective weighting.

Appendix B

Appendix B-1

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1973-74

(Prorated to equal 100%)

Regions and States	Base		Estimated number Canadian arrivals		Percent of total vacation arrivals		Regional expenditures in the U.S. (\$ million)		Percent of total Canadian vacation expenditures	
	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974
New England	155	173	766,000	610,000	18%	16%	\$58	\$46	12%	7%
(Maine)	73	76	377,000	290,000	9	7	28	22	6	3
(Massachusetts)	52	51	245,000	161,000	6	4	21	15	4	2
Eastern Gateway	140	151	689,000	501,000	17	13	54	55	11	9
(New York)	118	123	555,000	384,000	13	10	44	42	9	7
(New Jersey)	33	36	173,000	138,000	4	4	17	18	3	3
George Washington Country	56	57	237,000	202,000	6	5	36	27	7	4
The South	177	211	944,000	729,000	23	19	131	166	27	26
(Florida)	150	167	783,000	514,000	19	13	123	138	25	22
Great Lakes Country	106	127	480,000	408,000	11	11	48	46	10	7
Old West	40	67	247,000	211,000	6	5	20	20	4	4
Frontier West	20	45	94,000	137,000	2	4	18	30	4	5
Far West	156	258	644,000	758,000	15	20	100	136	20	22
(California)	83	109	306,000	295,000	7	8	79	81	17	13
(Washington)	53	99	206,000	310,000	5	8	25	29	5	5
U.S. Islands	n.a.	80	n.a.	266,000	n.a.	7	n.a.	91	n.a.	14
U.S. Unspecified	15	15	73,000	55,000	2	1	18	6	4	2
Total U.S. Mainland	741	955	4,174,620	3,614,000	100%	93	483	540	100%	72
Total U.S.	n.a.	1,027	n.a.	3,880,000	n.a.	100%	n.a.	631	n.a.	100%

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELERS, 1973-74-Con.

Regions and States	Base		Average number of persons per trip		Average number of persons per household		Average number of nights spent in U.S.	
	1973	1974	1973	1974	1973	1974	1973	1974
New England	155	173	2.50	2.53	1.70	1.65	9.5	8.2
(Maine)	73	76	2.61	2.73	1.70	1.71	8.7	7.5
(Massachusetts)	52	51	2.39	2.20	1.70	1.51	9.9	19.1
Eastern Gateway	140	151	2.49	2.38	1.56	1.66	9.8	8.2
(New York)	118	123	2.38	2.24	1.51	1.64	9.6	7.7
(New Jersey)	33	36	2.66	2.75	1.69	1.71	12.7	11.6
George Washington Country	56	57	2.14	2.55	1.56	1.63	14.3	13.9
The South	177	211	2.70	2.48	1.56	1.60	16.4	17.5
(Florida)	150	167	2.64	2.21	1.56	1.63	16.7	18.6
Great Lakes Country	106	127	2.29	2.31	1.68	1.67	10.5	9.2
Old West	49	67	2.55	2.26	1.56	1.78	10.9	9.3
Frontier West	20	45	2.38	2.18	1.63	1.51	22.4	15.7
Far West	156	258	2.09	2.11	1.54	1.52	14.8	11.6
(California)	83	109	1.87	1.95	1.51	1.47	20.5	16.8
(Washington)	53	99	1.97	2.25	1.61	1.71	12.1	8.2
U.S. Islands	n.a.	80	n.a.	2.39	n.a.	1.51	n.a.	15.3
U.S. Unspecified	15	15	2.49	2.65	2.49	1.68	12.7	14.2
Total U.S. Mainland	741	955	2.46	2.36	1.60	1.60	11.7	11.3
Total U.S.	n.a.	1,027	n.a.	2.36	n.a.	1.59	n.a.	11.5

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1973-74-Con.

Regions and States	Base		Daily trip expenditures per vacation party		Daily trip expenditures by vacation party		Per Capita expenditures for trip		Daily per capita trip expenditures	
	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974
New England	155	173	\$313	\$303	\$33	\$37	\$125	\$120	\$13	\$15
(Maine)	73	76	331	345	38	46	127	126	15	17
(Massachusetts)	52	51	319	326	34	32	133	144	14	14
Eastern Gateway	140	151	348	392	36	48	140	165	14	20
(New York)	118	123	336	350	35	45	141	156	15	20
(New Jersey)	33	36	449	591	35	51	169	215	13	19
George Washington Country	56	57	501	544	35	39	234	213	16	15
The South	177	211	730	910	45	52	270	367	16	21
(Florida)	150	167	788	895	47	48	298	405	18	22
Great Lakes Country	106	127	348	376	33	41	152	163	14	18
Old West	49	67	373	408	34	44	146	181	13	19
Frontier West	20	45	782	727	35	46	329	333	15	21
Far West	156	258	498	545	34	47	238	258	16	22
(California)	83	109	675	738	33	44	361	378	18	23
(Washington)	53	99	332	309	27	38	169	137	14	17
U.S. Islands	n.a.	80	n.a.	1,350	n.a.	88	n.a.	565	n.a.	37
U.S. Unspecified	15	15	664	420	52	30	267	158	21	11
Total U.S. Mainland	741	955	438	518	37	46	178	219	15	19
Total U.S.	n.a.	1,027	n.a.	570	n.a.	50	n.a.	242	n.a.	21

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELERS, 1973-74-Con.

	(Base)		Total trip expenditures (\$)		Per capita expenditures for trip (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per person (\$)		Average No. of nights spent		Average No. of persons per trip		Average No. of persons in household	
	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974
Expenditures in U.S. only:																
Total	(741)	(1,027)	483	570	178	242	37	50	15	21	11.7	11.5	2.46	2.36	1.60	1.65
Residence:																
Atlantic Provinces	(55)	(38)	376	373	153	170	40	40	16	18	9.3	9.3	2.27	2.20	1.59	1.53
Quebec	(201)	(259)	480	515	195	197	37	41	15	16	13.1	12.6	2.55	2.61	1.61	1.66
French Quebec	(135)	(163)	454	624	185	222	34	49	14	17	13.2	12.7	2.66	2.81	1.63	1.72
English Quebec	(65)	(57)	535	515	217	259	41	48	17	24	13.1	10.7	2.18	1.99	1.54	1.49
Ontario	(301)	(405)	474	589	193	250	42	53	17	23	11.3	11.1	2.25	2.30	1.55	1.52
Prairies	(89)	(158)	312	516	127	247	29	45	12	22	10.8	11.4	2.24	2.09	1.56	1.50
British Columbia	(92)	(162)	376	624	153	318	35	58	14	29	10.7	10.8	2.16	1.96	1.51	1.47
City of residence: *																
Vancouver	n.a.	(100)	n.a.	652	n.a.	n.a.	n.a.	62	n.a.	n.a.	n.a.	10.5	n.a.	n.a.	n.a.	1.38
Calgary/Edmonton	n.a.	(48)	n.a.	695	n.a.	n.a.	n.a.	58	n.a.	n.a.	n.a.	12.0	n.a.	n.a.	n.a.	1.44
Winnipeg	n.a.	(37)	n.a.	477	n.a.	n.a.	n.a.	31	n.a.	n.a.	n.a.	15.3	n.a.	n.a.	n.a.	1.38
Toronto	n.a.	(153)	n.a.	515	n.a.	n.a.	n.a.	51	n.a.	n.a.	n.a.	10.1	n.a.	n.a.	n.a.	1.48
Montreal	n.a.	(124)	n.a.	599	n.a.	n.a.	n.a.	40	n.a.	n.a.	n.a.	15.1	n.a.	n.a.	n.a.	1.57
English	n.a.	(40)	n.a.	419	n.a.	n.a.	n.a.	31	n.a.	n.a.	n.a.	10.7	n.a.	n.a.	n.a.	1.49
French	n.a.	(52)	n.a.	815	n.a.	n.a.	n.a.	44	n.a.	n.a.	n.a.	18.6	n.a.	n.a.	n.a.	1.68
Other	n.a.	(32)	n.a.	459	n.a.	n.a.	n.a.	31	n.a.	n.a.	n.a.	14.8	n.a.	n.a.	n.a.	1.30
Community size:																
Urban	(625)	(896)	455	557	185	249	38	50	16	21	11.9	11.7				
Rural	(116)	(131)	338	455	137	193	32	45	13	19	10.6	10.2				

*Data have limited value due to small sample sizes

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELERS, 1973-74-Con.

	(Base)		Total trip expenditures (\$)		Per capita expenditures for trip (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per person (\$)		Average No. of nights spent		Average No. of persons per trip		Average No. of persons in household	
	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974
Sex:																
Male	(376)	(476)	460	624	187	264	41	55	17	23	11.3	11.3				
Female	(365)	(551)	412	519	167	220	34	45	14	19	12.1	11.6				
Age:																
18 to 29	(263)	(304)	391	519	159	220	38	50	15	21	10.3	10.5				
30 to 39	(125)	(194)	413	604	168	256	42	63	17	27	9.9	9.6				
40 to 49	(129)	(205)	478	572	194	242	51	60	21	25	9.4	9.5				
50 and over	(224)	(323)	490	601	199	255	31	41	13	17	15.6	14.8				
Language:																
French Quebec	(136)	(165)	455	634	185	269	34	48	14	21	13.2	13.1				
Rest of Canada	(605)	(862)	434	557	176	230	38	50	16	21	11.3	11.2				
Marital status:																
Single	(220)	(277)	372	539	151	228	34	45	14	19	10.8	12.0				
Married	(452)	(608)	478	590	194	250	42	56	17	24	11.3	10.5				
Separated/Widowed/Divorced	(70)	(142)	405	550	165	233	24	39	10	16	17.2	14.3				
Family composition:																
Adults only	(413)	(640)	431	582	175	247	33	46	13	20	13.1	12.6				
Have children under 18	(328)	(387)	446	551	181	233	45	57	18	24	9.9	9.7				
Socio economic level:																
Upper	(245)	(299)	590	692	240	102	47	65	19	10	12.5	10.6				
Upper middle	(166)	(223)	426	628	173	266	37	52	15	22	11.4	12.0				
Middle	(121)	(206)	408	467	166	198	38	45	16	19	10.7	10.3				
Lower middle	(107)	(165)	312	477	127	202	31	37	13	16	10.1	12.9				
Lower	(102)	(135)	257	504	104	214	19	40	8	17	13.2	12.5				

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	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974
Occupation:																
Prof./Sales/White collar	(330)	(456)	505	600	205	254	45	56	18	24	11.2	10.8				
Skilled labor	(198)	(230)	365	551	148	233	41	59	17	25	8.8	9.3				
Unskilled labor	(34)	(62)	383	532	156	225	32	53	13	22	12.0	10.1				
Farmer	(18)	(22)	347	377	141	160	40	34	16	14	8.6	11.2				
Student	(8)	(30)	312	384	127	163	39	33	16	14	8.0	11.6				
Retired/Pensioned	(62)	(108)	518	607	211	257	28	38	11	16	18.5	15.8				
Other	(67)	(93)	295	592	120	251	18	37	7	15	16.8	16.2				
Education (Attended or completed):																
University	(86)	(149)	606	516	246	219	45	50	18	21	13.4	10.4				
Technical/Preparatory	(61)	(91)	396	672	161	285	44	49	18	21	8.9	13.6				
High school	(187)	(260)	409	619	166	262	34	54	14	23	12.2	11.4				
Elementary school	(47)	(72)	268	694	109	294	29	42	12	18	9.1	16.5				
Accommodation:																
Owned	(483)	(633)	454	578	185	245	42	52	17	22	10.9	11.2				
Rented	(238)	(383)	415	568	169	241	31	47	13	20	13.3	12.0				
Type of dwelling:																
Detached/Semi-Detached	(499)	(666)	449	580	183	246	41	53	17	23	11.0	10.9				
Town house/Other Attached House	(112)	(127)	409	602	166	255	31	51	13	21	13.0	11.9				
Apartment	(117)	(216)	441	513	179	217	33	39	14	16	13.2	13.2				
Other	(13)	(19)	189	718	77	304	14	71	6	30	13.1	10.1				

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELERS, 1973-74—Con.

Purpose of trip:	(Base)		Total trip expenditures (\$)		Per capita expenditures for trip (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per person (\$)		Average No. of nights spent		Average No. of persons per trip		Average No. of persons in household	
	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974
Purpose of trip:																
Visiting friends or relatives . .	(252)	(344)	375	309	178	153	29	30	14	15	13.1	10.3	2.11	2.02	1.56	1.54
Staying at a vacation spot . .	(234)	(383)	588	788	219	314	45	62	17	25	13.1	12.6	2.68	2.51	1.67	1.66
City sightseeing/shopping . .	(176)	(235)	413	617	188	243	38	61	17	24	10.8	10.1	2.20	2.54	1.56	1.62
Rural activities	(192)	(268)	415	548	156	219	33	53	12	21	12.7	10.4	2.66	2.50	1.69	1.61
Other	(145)	(215)	434	624	181	242	41	57	17	22	10.6	11.0	2.40	2.58	1.52	1.55
Purpose of trip and season:																
June to September:																
Visiting friends/relatives . .	(115)	(188)	293	295	136	135	29	36	13	17	10.2	8.1	2.16	2.18	1.60	1.62
Staying at a vacation spot	(104)	(188)	413	552	154	208	39	52	14	20	10.7	10.6	2.68	2.65	1.77	1.65
City sightseeing	(93)	(127)	302	503	143	193	38	61	18	24	7.9	8.2	2.11	2.61	1.63	1.62
Rural activities	(121)	(167)	296	405	113	159	31	45	12	18	9.4	9.0	2.62	2.55	1.71	1.66
Other	(67)	(105)	306	567	136	216	35	58	15	22	8.8	9.7	2.25	2.63	1.48	1.55
October to May:																
Visiting friends/relatives . .	(136)	(156)	435	327	211	179	28	25	14	14	15.5	12.9	2.06	1.83	1.53	1.44
Staying at a vacation spot	(130)	(194)	727	1,023	271	432	48	70	18	29	15.0	14.7	2.68	2.37	1.59	1.67
City sightseeing	(83)	(109)	544	753	237	307	39	61	17	25	14.0	12.3	2.30	2.45	1.49	1.61
Rural activities	(71)	(101)	632	778	230	323	35	61	13	25	18.2	12.8	2.75	2.41	1.64	1.53
Other	(78)	(110)	543	685	212	271	45	56	18	22	12.0	12.3	2.52	2.53	1.56	1.54
Main mode of transport:																
Car	(481)	(497)	377	427	147	167	36	44	14	17	10.4	9.7	2.57	2.56	1.69	1.77
Plane	(171)	(397)	690	811	371	403	48	58	26	29	14.5	13.9	1.86	2.01	1.43	1.42
Bus	(63)	(96)	268	455	92	195	23	43	8	18	11.5	10.7	2.90	2.33	1.39	1.41
Train	(10)	(10)	155	383	85	180	16	31	9	15	9.8	12.4	1.83	2.13	1.27	1.47
Motor Camper	n.a.	(24)	n.a.	437	n.a.	140	n.a.	42	n.a.	13	n.a.	10.4	n.a.	3.13	n.a.	1.69
Other	(40)	(30)	405	646	138	201	23	49	8	15	17.7	13.1	2.93	3.21	1.55	1.43

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	(Base)		Total trip expenditures (\$)		Per capita expenditures for trip (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per person (\$)		Average No. of nights spent		Average No. of persons per trip		Average No. of persons in household	
	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974
Month trip started:																
December to March	(192)	(262)	543	567	216	405	35	55	14	26	15.7	15.6	2.51	2.14	1.56	1.57
April to May	(75)	(104)	518	625	230	264	37	56	16	23	14.1	11.3	2.25	2.37	1.52	1.54
June to September	(376)	(524)	331	444	137	182	35	46	15	19	9.4	9.6	2.42	2.44	1.64	1.63
October to November	(98)	(137)	544	479	205	195	52	44	19	18	10.7	10.8	2.70	2.46	1.60	1.55
Nights spent in U.S.:																
1-5	(233)	(308)	159	245	63	103	51	74	20	31	3.1	3.3	2.54	2.39	1.66	1.63
6-11	(242)	(334)	368	535	146	220	46	68	18	28	8.0	7.9	2.52	2.43	1.54	1.57
12-17	(138)	(217)	662	880	265	373	47	63	19	27	14.0	13.9	2.50	2.36	1.66	1.61
18 and over	(120)	(153)	834	934	379	432	25	29	11	13	33.0	32.1	2.50	2.16	1.55	1.50

Note: If the average number of persons per trip is not provided the national average of 2.46 persons for 1973 and 2.36 persons for 1974 was used to determine the per capita expenditures for trips and the daily trip expenditures by vacation party.

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